

ABSTRACT

Civic vitality is a crucial aspect of a healthy democracy. From the mundane monitoring of electioneering campaigns to voting and contesting during elections, citizens get involved to register their presence as both social and personal obligations. In the emerging democracy of Nigeria, political participation has a significant consequence that is shaped substantially by television broadcasts. This study investigated the involvement of the residents of Ado-Odo/Ota, a semi-urban local government area of Ogun State, in the 2007 presidential election. Positive and statistically significant were found between citizen's exposure to broadcasts and active political participation as news and other content genres encouraged them to seek more information about political parties and election candidates. However, it turned out that the influence of television on participation was affected by the residents own inadequacies namely, illiteracy and location among others.